



# Stanley Smith & Co Plastics Ltd

Worple Road · Isleworth · Middlesex · TW7 7AU · England · Tel: 01 568 6831 · Telex: 897918 SS PLAS G · Telegrams: Stanmith · Isleworth · England



## P.V.C. LAMINATES FOR CLEAR VISUAL FOOD PACKAGING WITH ATMOSPHERIC CONTROL

Today's packaging industry demands clear visual packs for maximum product visibility. Vitrone clear calendared p.v.c. sheet is a long established market leader. Now to satisfy the need for long shelf life and protection to sensitive foodstuffs, pharmaceuticals and other high value items, high barrier properties are available in NEW VITRONE RE. and P.V.D.C. LAMINATES.

Vitrone laminates are formulated especially to give deep draw structural packs without pinholing or delamination, and packs in Vitrone are compatible with a wide variety of filling materials.

### P.V.C. LAMINATES

P.V.C. Laminates are for fresh meat, fish and poultry, pasta, patisserie — in fact any product needing longer shelf life in chill cabinets either with or without gas flushing for atmospheric control.

Standard combinations are:-

300 micron p.v.c./70 micron p.e.

550 micron p.v.c./100 micron p.e.

650 micron p.v.c./100 micron p.e.

But others are available as needed

### P.V.D.C. LAMINATES

P.V.D.C. Laminates are principally for the protective packing of pharmaceuticals and moisture sensitive tablets although some very long shelf-life fresh food packaging is also produced from these laminates.

### Availability:

Based on lamination with Saranex from the Dow Chemical Co., they are available in a wide range of thicknesses.

Vitrone p.v.c./p.v.d.c. laminates can be used for visual packaging but under certain circumstances e.g. drug packaging, an opaque film is needed in white or a safety colour such as orange or amber for tamper-evident or child resistant packaging.

### Range:

For these reasons there is no standard range of Vitrone p.v.c./p.v.d.c. laminates. Rather, they are produced to order to satisfy the requirements of particular packaging specification.

### PROPERTIES:

Vitrone p.v.c./p.v.d.c. laminates offer a very high barrier to oxygen and water vapour. Typical values are shown as follows:-

MATERIALS	* W.V.T.R. g/m <sup>2</sup> day 38°C, 90% R.H.	** Oxygen Permeability cm <sup>3</sup> /m <sup>2</sup> day atm 23°C, 90% R.H.	† Moisture Intake Thermoformed blister mg/day		
			Average	Min.	Max.
1 p.v.c. 250 micron	1	5.3	7.5	7.2	9.2
2 polystyrene 250 micron + Saranex 23			6.5	5.5	7.8
3 p.v.c. 250 micron + Saranex 23	0.7	5	3.7	3.2	4.9
4 p.v.c. 250 micron coated with 40 g.s.m. p.v.d.c.			6.5	5.9	7.3

\*\*\* Flat, virgin material, measured by Lyssi and Oxtran equipment (sensitivity limit).

† Thermoformed blister on the same industrial machine, according to U.S.P.A., each blister 10 bubbles of 22 x 12 x 5mm.